

My name is Orlando Luckey. I am a studio owner, composer, recordproducer, as well as an artist.

I have written over 100 songs, recorded on 15 albums, all released. I created my own label a few years ago to get airplay (radio stations said you had to be on a label to get airplay. Actually what they were saying was we need someone to 'sponsor' the album). I concentrate mainly now in the Christian market, which, in some areas, is worse than the secular market when it comes to getting airplay. In the Christian circles I have a pretty good fan based, mainly local. Pretty large in church organizations.

I guess one of the main experiences that stand out in my music career was when I released a 'professional quality' album in 1997. I talked with the DJ I knew at the local Christian radio station about getting interviewed on air. They agreed, I showed up with the CD. The interview went well, they played cuts off the CD. We had a couple of call-ins of people who liked it.

A couple of weeks went by and my manager and I noticed that they were not playing it anymore. A few of my fans called us and said they were requesting it, but still it was not getting played. So my manager contacted the station.

The first excuse given was 'we lost the CD', but they never contacted us to tell us that. So she took another CD down to the station. A week later we get calls from more fans saying they are still not playing it, even though they are calling in. So my manager called again. This time, the excuse was 'we do not play local artist, only Top 40'. My manager informed them that they were playing 2 other local artist who were not even on a label. So they said they would see what they could do. Still, no airplay.

We just had to accept that, even though people liked the music and called in for it, it was not going to get played.

I found it very interesting that some local Rock and Pop stations here do support their local artists, but the Christian stations do not (actually, one smaller one does). I asked the station my manager was working with when, or if, they will actually support the local artist? They said they are working on it, but nothing is in the works for sure right now. This also spilled over into the local Christian bookstores. Many local Christian artists can sell their music at Borders Books, but not the local Christian bookstores. I feel they are, just like the radio stations, looking for financial pushing.

One of the things this local station did say was that they would, for a small donation, come out and broadcast from one of my concerts.

I feel the FCC should somehow make it a requirement that some time be given for the local talent, without the local talent having to pay for it. I really have trouble understanding why a local station would NOT want to push the local talent. I see it as a way to get even more listeners who would want to hear their friends on the radio!

Local programming should be defined as: A time slot of at least 1 hour, be given to recording artist within a tri-state area, with a professionally created music project, with the name of the band or artist being announced.

We get news and local information all the time. We need local music to gain

exposure.

When I was trying to get airplay on the local Christian station, they did not 'directly' say pay for play, but I knew that, if I bought commercial time that I would probably actually have a better chance of airplay.

Does it not make sense that, if a stations states that they only play Top 40 Christian music, that there IS a reason for it???

I do feel indie promoters are a form of payola. It's quite simple, really: If they did NOT pay the stations, would they get played??

Wait, try this....If you're going to make it legal to accept payments...why not regulate it based on the size of the company? Example: Capital Records should have to pay a lot more than a local artist!!!

A free concert should not be considered a form of payola, it should just be made known that it was done for free.

Record companies should be allowed to buy add spots, but, again, regulate it based on the size of the company.

As far as front and back announcing..wow, I never thought of that. Interesting. It does make sense though, because if you don't announce it, most people listen in their car, they won't call in to find out, so it would force the label to have to pay the station to announce it in order to gains sales. Very interesting.

Voice tracking can be ok, just include local recording artist. But, overall, I feel it is a bad way to do business, because then you can't accept requests!

Well, it is very obvious, when you listen to radio, that there is certain 'pool' that they all pull from...everything not only sounds the same, but it IS the same; same boring artists, boring songs, just plain boring. Thank God for the SCAN button! If only the big record companies have access to these pools, then how in the world can a local artist even hope to get airplay? Either give the local artists access to these pools, or make it illegal. You know, when I think of these pools, it reminds me a lot of MICROSOFT!!!

As far as LPFM, YES!!! LPFM is awesome!!! Push it more, more, more. These stations DO give locals a voice. It's great for community as well.

FCC, thank you so much for allowing us a voice in these very important subjects. For too long the large corporations have been squeezing out the local, 'little guys', which has really hurt us all.

Please, please consider all the comments and see how needed changes are.

Again, thank you, very, very much!